

## New Graduate Program Proposal

### Form Procedure

To share the form with others prior to Submitting choose the **Save Progress** option at the bottom.

Create a PDF of the saved form go to Print and choose **Save as PDF** copy rather than print.

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### Program Request Information

The main contact person for the Graduate Curriculum Committee should fill out this form.

Title of New Program: Business Analytics Management

Department / Unit Developing: Business Administration

Department Chair: Dr. Michael Greenwood  mgreenw5@fitchburgstate.edu

Academic Dean: Dr. Nancy Murray  nmurray5@fitchburgstate.edu

Requestor Name: Beverley Hollingsworth

Members of the Graduate Curriculum Committee: Beverley Hollingsworth (MBA Program Chairperson);  
Denise Simion;  
Glenn King Jr;  
Kwang Kim;  
Marie Hunte;  
Marian Simion;  
Michael Greenwood;  
Patrick Malone;  
Renee Scapparone

Program Chair  The Program Chair for this request is among the people listed above.  
\*  Yes  
 No

### Program Details

New Program and/or New Concentration:

- New Program  
 New Concentration

Type of Program: (check all that apply)

- Certificate  
 Teacher Licensure  
 Degree

### Catalog Description

Briefly describe new program/concentration as it will appear in university catalog:

Business Administration Department  
Master of Business Administration  
Business Administration, Business Analytics Management Concentration, Online/Accelerated M.B.A.

UPDATED Program Description: The Online/Accelerated MBA program is comprised of a common core of advanced courses in business, and a concentration in one of eight areas: Management, Accounting, Business Analytics, Finance, Healthcare, Human Resources, Marketing, and Supply Chain Management, for a total of 30 credits. Students must be admitted and confirm their intent to enroll in order to register for these 7-week courses. There are six terms each year, two in the fall, two in the spring, and two during the summer. Deadlines apply, but the six start dates allow for students to enter the program at multiple points during the year.

Advanced Core Requirements MBA (18 Credits):  
MGMT 9040: Organizational Behavior and Development  
MGMT 9060: Management Information Systems  
MGMT 9160: Marketing Management  
MGMT 9170: Corporate Finance  
MGMT 9180: Accounting Practices for Managers  
MGMT 9500: Strategic Management

Business Analytics Management Concentration Courses (9 hours):

MGMT 9xxx: Applied Data Analytics for Business Decision Making

MGMT 9xxx: Business Analytics Quality, Ethics, and Law

MGMT 9xxx: Managing Business Analytics

Elective Course (3 Credits):

Elective Course Options: MGMT 9XXX Course from other Online MBA Concentrations (outside the core)

## Enrollment & Implementation

A Cohort Model will be used: \*  Yes  No

Additional faculty will be needed (day/adjunct) \*  Yes  No

The Program is expected to begin:     
Semester Year

### Population Description

Anticipated enrollment/staffing plan (i.e., Who/how many will program serve?)

Anticipated enrollment to the new concentration 100-200 students. Staffing plan is under review by MBA Chair and additional qualified faculty will be added as needed with permission from Dean of School of Business and Dean of SGOCE.

### Rationale

Rationale and expected outcomes for new program:

In response to market analysis conducted by Academic Partnerships, LLC, there is strong demand for this concentration to be added to the Online Accelerated Program (OAP) MBA program. We anticipate that this will significantly increase enrollment for the MBA program

### Resources

Library and other resources needed:

As needed/requested by faculty instructions.

### Admissions

Describe program's admissions requirements:

In accordance with established OAP MBA Admissions policies.

### Implementation Plan

Describe how the new program will begin; will it be phased in; suggested execution:

New program is expected to be announced in Spring 2022 with concentration course offerings to start in Fall 2022. Concentration courses will be added to the 2-year rotation calendar/scheduling carousel managed by FSU MBA Chair and Academic Partnerships, LLC. Anticipate one or more concentration courses to be offered in Fall 2022, Spring 2023 and Summer 2023.

## Supporting Documentation

A plan of study must be included.

If new courses are proposed or major changes are made to existing courses, submit a Graduate Council New Course Approval form. Attach any letter(s) of support from professional agencies or others within or outside the university.

Attach an approved Plan of Study: 'Plan of Study-Business\_Analytics\_Concentration.docx' Supporting Documentation:

### CIP Code

List the CIP code you would like associated with the program.

For a list of possible CIP codes to choose from visit [nces.ed.gov/ipeds/cipcode](https://nces.ed.gov/ipeds/cipcode).

\*NOTE - all CIP codes will be reviewed and approved by the Office of Institutional Research for final confirmation.

Proposed CIP Code:  \*  Yes  No Institutional Research is this the ideal code?

## Signatures

Requester Signature: Beverley Hollingsworth Date: 01/26/2022

Department Chair Approval: \_\_\_\_\_ Date: \_\_\_\_\_

Academic Dean Signature: \_\_\_\_\_ Date: \_\_\_\_\_

SGOCE Dean Signature: \_\_\_\_\_

Date \_\_\_\_\_

Institutional Research has checked  
the CIP Code.

Initials \_\_\_\_\_

Approval of the Graduate Council \_\_\_\_\_

Date \_\_\_\_\_

Approval of the President \_\_\_\_\_

Date \_\_\_\_\_

**Notification**

Reviewed by the Registrar: \_\_\_\_\_

Reviewed by the Library: \_\_\_\_\_

**Concentration Name: Business Analytics Management****Review of Courses – Graduate Council New Course Approvals Have Been Provided For Each**

<b>Course Title</b>	<b>Course Developer</b>
<p><b>Applied Data Analytics for Business Decision Making</b>            To develop practical skills using Tableau, one of the most widely used data visualization software tools on the market. This course is designed to provide students with an introduction to data literacy and quantitative skills using Tableau. It covers data fundamentals, statistical thinking, and communicating with data by creating and interpreting data visualizations to make business decisions. This course provides a mixture of lectures, tutorial reviews, group discussions, individual assignments using business cases, and an end-of-course exam. It is not expected that students will have previous knowledge of Tableau, data science, or analytics techniques.</p>	Dr. Webb
<p><b>Business Analytics Quality, Ethics, and Law</b>            This course centers on the significance of qualitative analysis, ethics, and law in business analytics. Topics include social networking, the ethics of social media research, and qualitative research methodology for online communities. The class also engages topics such as: uses and misuses of artificial intelligence, how personal data is recorded, analyzed, used and sold; the ethics of big data analytics, networks of control, profiling, discrimination, structural violence, human rights, international affairs, cyberattacks, terrorism, domestic and international politics, economy, forced consent, EU legislation, and other relevant topics</p>	Dr. M Simion
<p><b>Managing Business Analytics</b>            To stay competitive businesses need to engage in data analytics. This course offers students an overview of employing analytics in business and provides a roadmap for defining and running business analytics projects. This course provides a mixture of lectures, readings, group discussions, and business case analysis. It is not expected that students will have previous data science or analytics knowledge.</p>	Dr. D Simion